

## ABSTRACT

5 A method and system in a computer network (52) for interactively enabling investment opportunities for investors (344, 346), wherein the computer network (52) has at least one client (92) connectable to one or more servers (88). A database is designated wherein entrepreneur-provided data (608) and investor-provided data (604) are stored. Investor-provided data is analyzed and reviewed (612), and thereafter, particular entrepreneur-provided may be automatically generated (616), in response to identifying particular entrepreneur-provided data correspondent to the analyzed investor-provided data. Generation of this information is based on a set of predetermined matching criteria (614), thereby permitting an investor to interactively access entrepreneur-provided data customized to the needs of the investor via the computer network. Matching rules are thus utilized to match appropriate entrepreneurs (342) with investors. Utilizing the method and system for interactive venture financing, an investor may anonymously search (360) for and be matched with customized investment opportunities via a computer network (52).

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